UNMASKING

HTML EMAILS

Level 2 - Section 2

Each section should use a new table
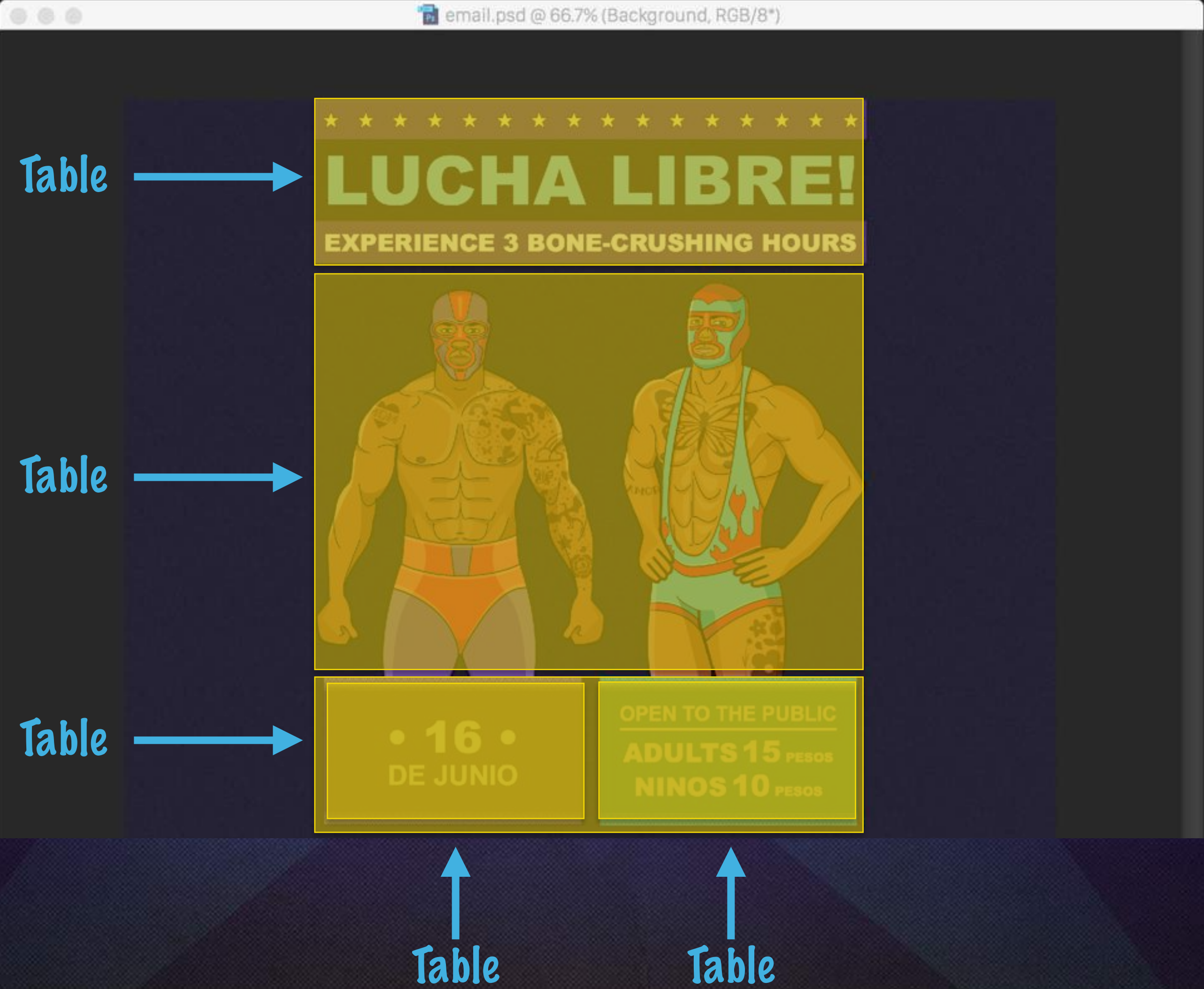
Use a table for the example image

The image is different from the other content, so it gets its own table.

email.html

Wrapper table for background

Header content table

```
...
<table ... >
  <table ... >
  <table align="center"
         border="0"
         cellpadding="0"
         cellspacing="0"
         width="600">
    <tr>
      <td>
        <img src="...luchadors.png"
             style="display: block;
                    max-width: 100%;"
             width="600" />
      </td>
    </tr>
</table>
...
```

LUCHA LIBRE!

EXPERIENCE 3 BONE-CRUSHING HOURS

Creating vertical space between tables

Margin is not supported in all clients.

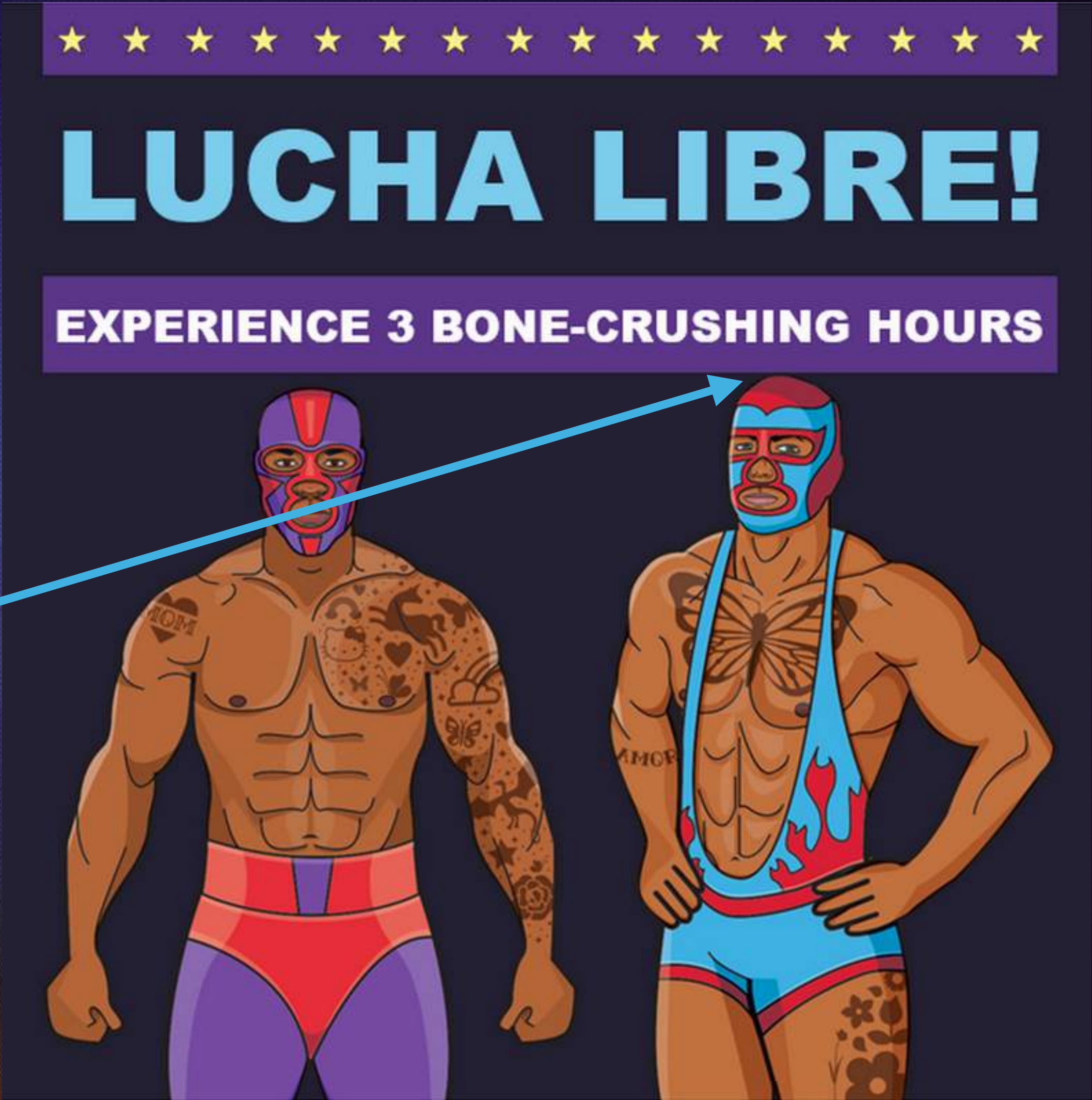|	Margin
Outlook.com	❌

We want 20px of space here

Use padding to separate content

Padding has better support than margin.

email.html

```html
...
<table ... >
  <tr>
    <td style="padding-top: 20px;">
      <img src="...luchadors.png"
           style="display: block;
                  max-width: 100%;"
           width="600" />
    </td>
  </tr>
</table>
...
```
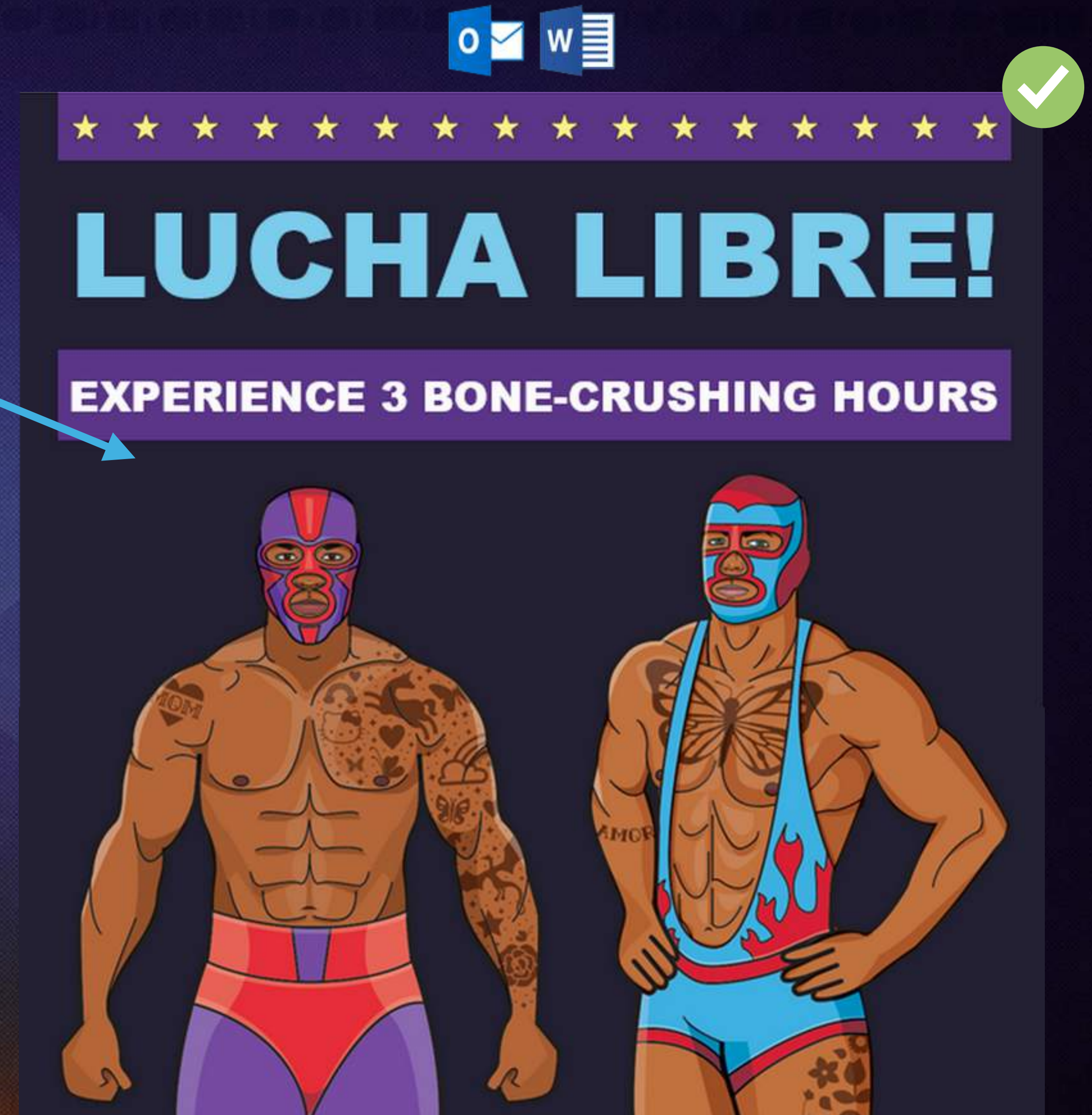
Align content using table cells
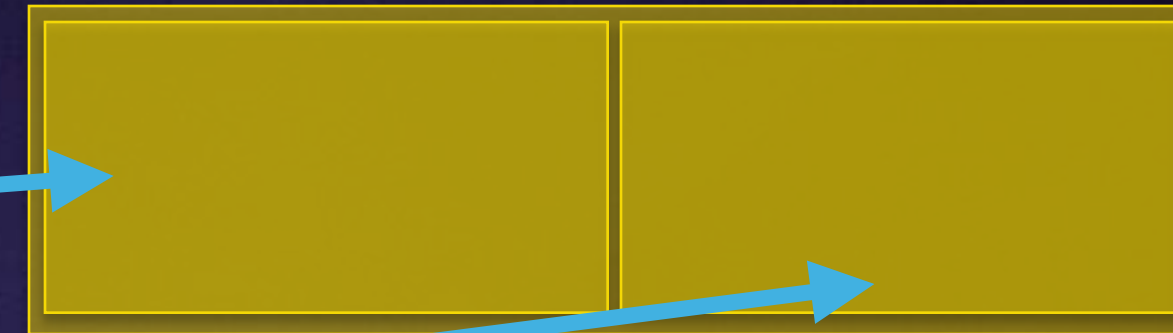
Use a wrapper table with 2 cells to align content automatically.

email.html

```
...
<table ... >
 <tr>
    <td>
      <!-- Content -->
    </td>
    <td>
      <!-- Content -->
    </td>
  </tr>
</table>
...
```

Adding a nested table to the first column

The content in the column needs to be in its own table for styling.

email.html

```
...
<table ... >
  <tr>
    <td>
      <table bgcolor="#5b3885"
             style="..."
             width="290">
      <tr>
        <td>
          <img ... />
        </td>
      </tr>
      </table>
    </td>
    <td>
...
```

content table

Adding a nested table to the second column

The content in the column needs to be in its own table for styling.

email.html

```
...
<table ... >
  <tr>
    <td>
      <table ... >
        ...
    </td>
    <td>
      <table bgcolor="#0089b4"
             style="..."
             width="290">
        <tr>
          <td>
            <img ... />
          </td>
        </tr>
      </table>
    </td>
...
```
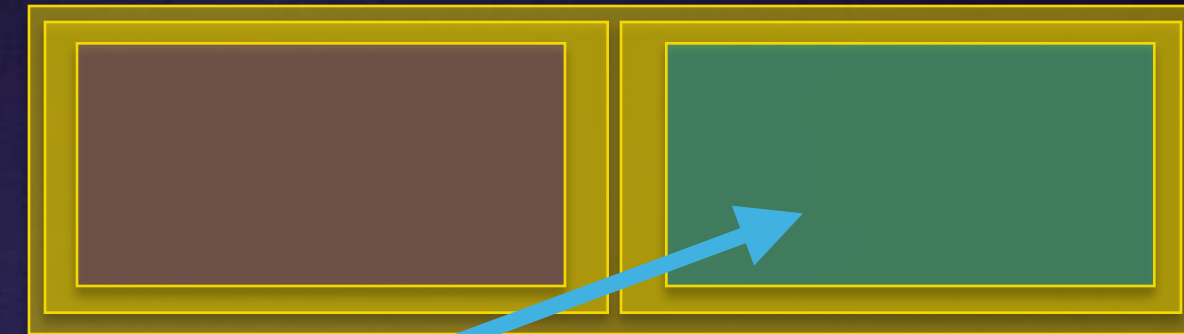
Separate columns with cell padding
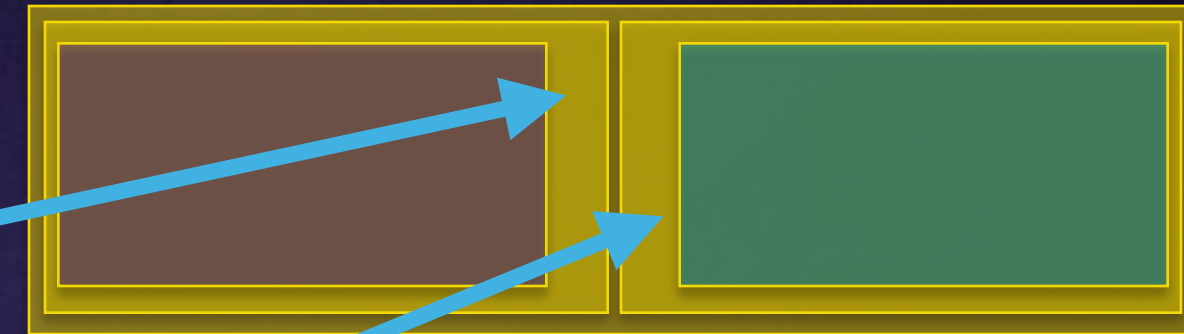
Add opposing padding to each wrapper cell to create a 20px gutter.

email.html

```
...
<table ... >
  <tr>
    <td style="padding-right: 10px;">
      <table bgcolor="#5b3885" ... >
        ...
    </td>
    <td style="padding-left: 10px;">
      <table bgcolor="#0089b4" ... >
        ...
    </td>
  </tr>
</table>
...
```

Styling the column one example content

Styles are applied to the cells for each bit of content.

```html
<tr>
  <td style="
      font-family: 'Arial Black';
      font-size: 48px;
      line-height: 48px;
      padding-top: 20px;">
    &bull; 16 &bull;
  </td>
</tr>
```

```html
<tr>
  <td style="
      font-family: Arial;
      font-size: 30px;
      font-weight: bold;
      line-height: 30px;
      padding-bottom: 20px;
      padding-top: 5px;">
    de Junio
  </td>
</tr>
```

```html
<tr>
  <td>
    <img alt="ornamentation"
         height="15"
         src="...ornamentation.png"
         style="display: block;"
         width="290" />
  </td>
</tr>
```

• 16 •
DE JUNIO

UNMASKING HTML EMAILS

Styling the column two example content

An additional table is nested to provide the border.

```
<tr>
  <td>
    <img alt="ornamentation"
         height="15"
         src="...ornamentation.png"
         style="display: block;"
         width="290" />
  </td>
</tr>
```

```
<tr>
  <td style="
      font-family: Arial, sans-serif;
      font-size: 22px;
      font-weight: bold;
      line-height: 22px;
      padding-top: 15px;">
    Open to the public
  </td>
</tr>
```

```
<tr>
  <td>
    <table align="center"
           ...
           width="236">
      <tr>
        <td height="4">
        </td>
      </tr>
      <tr>
        <td bgcolor="#fcfbfd"
            height="3">
        </td>
      </tr>
    </table>
  </td>
</tr>
```

OPEN TO THE PUBLIC

Styling a cell with multiple font sizes

Apply text styles to <span> elements.

email.html

```
<tr>
   <td style="font-family: Arial;
               font-size: 14px;
               font-weight: bold;
               line-height: 14px;
               padding-top: 5px;">
      <span style="font-family: 'Arial Black';
                   font-size: 28px;
                   line-height: 28px;">
      Adults</span>
      <span style="font-family: 'Arial Black';
                   font-size: 32px;
                   line-height: 32px;">
      15</span>
      pesos
   </td>
</tr>
```

ADULTS 15 PESOS

Font family and size

The layout tests successfully in Outlook clients